

1AP201001000000 23 JAN 2006

IN THE UNITED STATES PATENT & TRADEMARK OFFICE

FOR: System for Delivery of Targeted Offers to Consumers Buying Tickets at Movie Theaters

37 CFR 1.115 PRELIMINARY AMENDMENT

ALEXANDRIA, VA 22313

Sir:

Prior to examination on the merits, please amend this application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks begin of page 11 of this paper.